

Members Present: Ted Cushing, County Supervisor, Finance
Guy Hansen, County Supervisor, Forestry
Ruth Goetz, Dept. of Tourism, North District
Sarah Pischer, MAVWACC
Kari Zambon, Pelican Chamber
Jodi Hanson, Rhinelander Chamber
Diane Hapka, Three Lakes Chamber

Member Absent: Jennifer Gibson, Minocqua Resort Association
John Pfeifer, 2006 County Contractor
Dan Kuzlik, UW Extension

Others Present: Joe Brauer, Airport Director

1. CALL TO ORDER

Guy Hansen called the meeting to order at 10:00 a.m. at the UW—Extension Office, Oneida County Airport, Rhinelander, WI. He noted that the meeting was properly posted and noticed in accordance with the Wisconsin Open Meeting Law.

2. APPROVE AGENDA

It was moved by Goetz, seconded by Hapka, to approve the August 4, 2006 agenda. All “aye” on voice vote. Motion carried.

3. APPROVE JULY 7, 2006 MEETING MINUTES

It was moved by Goetz, seconded by Hansen, to approve the July 7, 2006 minutes. All “aye” on voice vote. Motion carried.

4. FINALIZE THE PROPOSED ONEIDA COUNTY TOURISM PROMOTION PROGRAM GOALS (SHORT AND LONG TERM), OBJECTIVES, STRUCTURE, FUNCTION, AND FINANCING.

Guy Hansen reviewed the main goals with the committee and while there are short and long term objectives, the goals remain as follows:

- a) Develop adequate resources from County / Grant opportunities.
- b) Identify leadership and coordination.
- c) “Brand Name” for Oneida County Tourism.
- d) Marketing administrator with a trained staff.

The committee then finalized the promotion plan in terms of establishing realistic goals and objectives, structure function, and financing. See Attachment “A”. The constitution and by-laws were discussed and it was the consensus of the committee to update and propose those written in 2004 to be adopted. See Attachment “B”.

5. FINALIZE ONEIDA COUNTY TOURISM PROMOTION PROGRAM “MARKETING PLAN”.

Ruth Goetz reviewed the plan as previously established and the committee agreed to the proposed plan with minor changes. See Attachment “C”.

6. PREPARE PRESENTATION FOR AUGUST COUNTY BOARD MEETING.

Guy Hansen and Ted Cushing will proceed to develop the presentation based on information provided in Attachments "A", "B", and "C". The committee agreed that as many members as possible be in attendance at the August 15 Board meeting. This was our final meeting and all participants felt that we accomplished our goal and have a workable tourism package to present to the County.

7. ADJOURN.

It was moved by Cushing, seconded by Fischer, to adjourn the meeting. All "aye" on voice vote. Motion carried.

Guy Hansen, Chairman

Ted Cushing, Recording Secretary

TOURISM EXPENDITURES
(\$\$ Spent by tourists)

<u>YEAR</u>	<u>ONEIDA COUNTY</u>	<u>% CHANGE</u>
"03	\$210.642 m	+0.5
"04	\$208.639 m	-0.9
"05	\$212.008 m	<u>+1.6</u>
AVE.		+0.4
"06	\$212.008 m	+0
"07	\$213.068 m	+0.5
"08	\$215.199 m	+1.0
"09	\$217.351 m	+1.0
"10	\$219.524 m	+1.0

8/7/06

